MBA II-SEMESTER SEMINAR CIRCULAR: 2011-12

Dear Student,

The Department will conduct compulsory personal contact programme at Bangalore, Mysore, and Udupi centers. During the Programme, lectures will be delivered and Internal Assessment activities like Assignments, Seminar and Test will be conducted.

Seminar will be conducted by the Department. The candidates of MBA SECOND SEMESTER are required to prepare seminar paper on any one of the topics per course. The topics of seminar are appended herewith for your reference. Candidates are required to present paper before the group of participants, faculties and the resource persons. At the end, proper conclusion will be drawn based on discussion. The candidates are required to prepare the seminar paper in tune with the following guidelines.

Guidelines:
1. Seminar paper should be at least 3 pages in hand written only. Typed/Photo copies etc will not be entertained.
2. Proper conclusion should be given at the end.
3. It should be prepared referring books, journals, and reports of both national and international standards.
4. It should not be the replica of the guidelines or the study material sent by the University or the materials of any website or any other student’s seminar paper.
5. It should cover the critical evaluation on the area.
6. Students are requested to focus on cases (Examples).
7. The register number and name of the candidates should be written legibly.
8. After presenting the paper, it should be handed over to the resource person.
9. Every candidate of M.B.A – II semester, should compulsorily present 2 papers per day.
10. The details regarding timing of the seminar and test will be notified on the first day of the PCP.
11. The candidates are required to take part in the PCP compulsorily. Those who fail to attend the programme will lose internal assessment marks.
12. Further no chance would be given to such candidates under any circumstances.
13. No correspondence will be entertained in this regard.
14. The students should submit papers and present it compulsorily, failing which they will not get marks.
15. An objective type test will be conducted on the last day of the PCP on all the six subjects.

The department will be eagerly looking forward for your active participation in PCP.

With best wishes,

Dean (Academic) & Chairman
DOS and Research in Management
MBA II SEMESTER SEMINAR TOPICS: 2011-12

C7: Management Information System and Computer Applications
1. Innovations in Information System.
3. UID – Implementation and Usefulness.

C8: Business Law
1. CSR & its implications on Regional Development.

C9: Financial Management
1. Investment Decisions – Myth and Reality.
2. Recent Issues in Dividend Management in India.

C10: Marketing Management
1. Retail Marketing – Boon or Bane.
2. Potential for FMCG in Rural Market.

C11: Human Asset Management
1. Role of Internet in Inter-Culture collaboration.
2. Best Employee Award – Its effectiveness.
3. Talent Management – Issues and Challenges

C12: Effective Communication and Research Methodology
1. Impact of Effective Communication on organizational climate.
2. Role of Kinesis on Global Communication.
3. Research v/s Statistical tools.

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MBA II SEMESTER ASSIGNMENT TOPICS: 2011-12

C7: Management Information System and Computer Applications
1. Critically analyze the stages of SDLC with examples.

C8: Business Law
1. Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPRs). Discuss its implication on Indian R&D scenario.

C9: Financial Management
1. The Company is operating with 10,000/- equity shares of Rs.100/- each. At present it is earning Rs.6,00,000/-, per annum, it is considering a major expansion programme for which it requires Rs. 8,00,000/- per annum, Company is also considering a dividend payment of Rs. 3/- per share – Prove that the payment of dividend will not have any impact on the value of firm. The firm belongs to 10% risk class. (Assume no taxes)
2. A company requires Rs.8,00,000/- for its expansion. It is considering the following three plans
   a. 100% of equity share of Rs.10/- each.
   b. 50% equity share and 50% debt.
   c. 80% debt and 20% equity.
The debt can be mobilized at 10%, 12% and 14% for 25%, 25-50% and > 50% respectively. (Assume the EBIT after expansion of Rs.8,00,000/- and number of outstanding equities are 10,000/-, tax rate is 40%)

C10: Marketing Management
2. Bring out the complexities in “Marketing Decisions” of the present volatile markets.

C11: Human Asset Management
1. Discuss the challenges of HR Manager in the ever changing dimension of Globalization
2. Discuss the essential aspects for establishing ground rule for Team success.

C12: Effective Communication and Research Methodology
1. Give an account of the critical issues in Global business communication
2. “Research plays a pivotal role in the policy decisions”- Comment.

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